

Message Text

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ACTION EUR-12

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USDOC FOR JACK ANDERSON, TDAD,

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, AU, HU
SUBJECT: MEDICOR SURGICAL-MEDICAL EQUIPMENT -- INTEREST IN
COOPERATIVE AGREEMENTS

1. DBR TERLIZZI, ACCOMPANIED BY COMMOFF GADSDEN VISITING
MEDICOR ON 19 AUGUST IN CONNECTION WITH BRNO U.S.
EXHIBIT MARKETING, LEARNED THE FOLLOWING:

A) MEDICOR VITALLY INTERESTED IN SEEKING U.S.
FIRMS TO PRODUCE THEIR EQUIPMENT IN U.S. UNDER LICENSE.
LACK OF MFN MAKES SALES TO U.S. DIFFICULT ALTHOUGH
EQUIPMENT IN MOST CASES REPRESENTS HIGH LEVEL OF TECHNOLOGY.

B) MEDICOR INTERESTED IN DISCUSSING WITH U.S. FIRMS
PRODUCTION OF U.S. EQUIPMENT OR JOINTLY PRODUCED EQUIPMENT
IN HUNGARY FOR SALE IN EASTERN EUROPE, MIDDLE EAST, AND
THE WEST. MEDICOR HAS BOTH PRODUCTION FACILITIES AND
HIGHLY TRAINED PERSONNEL IN ELECTRONICS, DESIGN AND
TESTING.

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C) MEDICOR HAS RECEIVED TWO LARGE CONTRACTS TO
BUILD TURN KEY HOSPITAL FACILITIES -- INCLUDING ALL
EQUIPMENT IN NIGERIA AND PERU. THEY ALSO SUPPLY MOST
OF THE USSR'S REQUIREMENTS FOR MEDICAL AND SURGICAL
EQUIPMENT. THIS COULD BE BACK DOOR ENTRANCE FOR U.S.
FIRMS TO TAP LAGE USSR MARKET.

D) MEDICOR CAN OFFER FIRMS WORKING WITH THEM
PERSONNEL TRAINING IN MAINTENANCE AND REPAIR SERVICES
FOR U.S. EQUIPMENT MADE OR ASSEMBLED IN HUNGARY.

E) MEDICOR WILL EXHIBIT IN BRNO AND TERLIZZI
WILL HAVE MORE INFORMATION UPON HIS RETURN IN OCTOBER.

2. SUGGESTED ACTION:

A) CONTACT U.S. FIRMS PRODUCING DIAGNOSTIC X-RAY
EQUIPMENT, PATIENT MONITORING SYSTEMS, SURGICAL STEEL
INSTRUMENTS, EMERGENCY MEDICAL KITS, ETC. AND DETERMINE
INTEREST IN COOPERATIVE VENTURE WITH MEDICOR. AS A
START SUGGEST FOLLOWING U.S. FIRMS: SMITH-KUNE, SYBRON,
DUPONT, UNIRAD, AMERICAN INSTRUMENTS, OR MAKE USE OF
HEALTH INDUSTRY MANUFACTURERS ASSOCIATION. INTERESTED
CONTACT AT MEDICOR IS G. SZALAI, EXPORT MGR FOR OVERSEAS,
TELEPHONE 495-130, TELEX 22-6348. COPY TO COMM OFF
GADSDEN AND TELEX TERLIZZI AT BRNO, 62699, TO PROVIDE
INITIAL FOLLOW THROUGH.

B) WOULD APPRECIATE TDAD LOOKING INTO COMMENT
MADE BY MEDICOR THAT U.S. MANUFACTURERS' EQUIPMENT
SOLD FROM THEIR WESTERN EUROPEAN SALES REPRESENTATIVES
IS SOMETIMES TWICE THE QUOTED U.S. PRICE. MEDICOR HAS
FOUND THIS, TOGETHER WITH IMPORT TARIFF IN ABSENCE OF
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MFN, AN OBSTACLE, AS HAS CZECHOSLOVAKIA. NOTIFY
TERLIZZI AT BRNO ON INFORMATION TDAD DEVELOPS ON THIS.
INFORMATION WOULD BE DISCUSSED AT EXHIBITOR BRIEFING
ON SEPT 13.

3. FOR THOMPSON TDP: MARKETING FOR BRNO EXHIBIT NOW
COMPLETE EXCEPT FOR STUDY OF BULGARIAN MARKET TO BE
CONDUCTED 22 AUG. THEME APPEARS TIMELY, AND MEDICAL
EQUIPMENT NEEDS RECEIVING MUCH FINANCIAL SUPPORT IN
CZECHOSLOVAKIA AND HUNGARY. U.S. HAS MUCH COMPETITION
FROM WESTERN EUROPE AND JAPAN. ANY FUTURE MARKETING
STUDY IN THIS SECTOR MUST CONSIDER LEVEL OF TECHNOLOGY
OF COMPETITION AND PRICE RELATIONSHIP, INCLUDING
EFFECT OF NON-MFN IMPORT TARIFF.
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